



**Monday, January 4, 2021
MAYOR AND COUNCIL
MEETING NO. 01-21
ROCKVILLE, MARYLAND**

THE HONORABLE MAYOR AND COUNCIL PRESIDING

| Attendee Name | Title | Status |
|------------------------|---------------|---------------|
| Bridget Donnell Newton | Mayor | Present |
| Monique Ashton | Councilmember | Present |
| Beryl L. Feinberg | Councilmember | Present |
| David Myles | Councilmember | Present |
| Mark Pierzchala | Councilmember | Present |

1. Convene

The Mayor and Council convened in a virtual Open Session at 7:03 p.m. on Monday, January 4, 2021, via Webex.

Staff Present: City Manager Rob DiSpirito, Acting City Attorney Cynthia Walters, and City Clerk/Director of Council Operations Sara Taylor-Ferrell.

2. Pledge of Allegiance

Mayor Bridget Donnell Newton led the Pledge of Allegiance.

The Mayor and Council sends condolences to U.S. Representative Congressman Jamie Raskin and family on the passing of their son Tommy.

3. Agenda Review

City Clerk/Director of Council Operations Sara Taylor-Ferrell reported no changes to the Agenda.

4. City Manager's Report

City Manager Rob DiSpirito presented information on events and topics: Rockville's 40th Annual Dr. Martin Luther King Jr. Day celebration will be held on Monday, January 18 from 12 – 1:30 p.m. via Webex. The theme for this year is "In Courageous Pursuit for Victory". Visit www.rockvillemd.gov/mlk for login information. The Martin Luther King Jr. youth award will be presented to a student who lives in, or attends school in Rockville, and has worked to fulfill Dr. King's dream.

Nominations are being accepted for The F. Michael Taft award. This award goes to an individual or organization who has helped to improve the lives of people with disabilities.

Planned COVID-19 public testing will be held this week at locations throughout Rockville.

The annual Thanksgiving drive was held November 20 – 22 serving 451 families and 106 seniors from the Heritage House, groceries and gift cards were distributed. The annual Rockville Holiday drive was held from December 18 – 20. Target gift cards and books were given out to 1,026 children and 28 families were served through the Family Sponsorship Program. Residents made monetary donations this year totaling \$59,890.00. A Holiday home decoration contest was held in December and posted on the Recreation and Parks Facebook page.

The Retirement Board selected Lincoln Financial as the new Retirement Services Provider for the City.

The next Mayor and Council public hearing for the FY 2022 budget will be held on Monday, January 11 at 7:00 p.m.

Senior Recreation Program Supervisor Karen Lumpkin is retiring after 47 years of service with the City. The City would like to thank Karen for her services to the Rockville community.

5. COVID-19 Update

Emergency Manager Dr. Mark Landahl provided an update of the COVID-19 impact on the City, County, and State.

FURTHER DISCUSSION

January 4, 2021. Agenda Item 5.

http://rockvillemd.granicus.com/MediaPlayer.php?view_id=2&clip_id=4277

video time stamp 12:47.

6. Boards and Commissions Appointments and Reappointments

A. Boards and Commissions Appointments

Mayor Bridget Donnell Newton read the new appointment of Kenneth MacRitchie to Financial Advisory Board to fill an unexpired term until June 1, 2022.

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| | RESULT: APPROVED |
| MOVER: | Beryl L. Feinberg, Councilmember |
| SECONDER: | Monique Ashton, Councilmember |
| IN FAVOR: | Mayor Newton, Councilmember Ashton, Councilmember Feinberg, Councilmember Myles, Councilmember Pierzchala |

Mayor Bridget Donnell Newton read the new appointment of William Spagnuola to Financial Advisory Board to fill an unexpired term until May 1, 2022.

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| | RESULT: APPROVED |
| MOVER: | Beryl L. Feinberg, Councilmember |
| SECONDER: | Monique Ashton, Councilmember |
| IN FAVOR: | Mayor Newton, Councilmember Ashton, Councilmember Feinberg, Councilmember Myles, Councilmember Pierzchala |

7. Community Forum

| Name | Topic |
|---|---|
| Speaker by Phone John Becker | Agenda item 10 - Rockville Town Center |
| Speaker by Computer Bailey O’Leary | Agenda item 11 – Discussion of Special Districts (East Gude Corridor) |
| Speaker by Computer Nicole Stone, Acting Head of School Christ Episcopal | Christ Episcopal School |
| Speaker by Computer Sarah Crisafulli Vice President GKA Advertising | Agenda item 11 – Discussion of Special Districts (East Gude Corridor) |
| Speaker by Computer Margaret Doan | Agenda item 11 – Discussion of Special Districts (East Gude Corridor) |

| Name | Topic |
|---|---|
| Written Comment Only Eric Fulton | Agenda item 10 - RPAC Input on Town Center Initiative |
| Written Comment Only Sara Moline | Agenda item 10 - Town Center Initiative |
| Written Comment Only Alice Nappy VisArts | Agenda item 11 – Discussion of Special Districts (East Gude Corridor) |

8. Mayor and Council's Response to Community Forum

The Mayor and Council thanked everyone for participating in community forum.

9. Consent

A. Award a Rider Contract Under Fairfax County Contract #4400006452 for Wet Fire Suppression Systems (Sprinkler System) Inspections, Testing and Hydro Testing, Repair, Service, Alterations and New Installations.

Councilmember Mark Pierzchala moved the Consent Agenda.

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| MOVER: | RESULT: APPROVED [UNANIMOUS] Mark Pierzchala, Councilmember |
| SECONDER: | Beryl L. Feinberg, Councilmember |
| IN FAVOR: | Mayor Newton, Councilmember Ashton, Councilmember Feinberg, Councilmember Myles, Councilmember Pierzchala |

10. Town Center Initiative - Update

Assistant Director Department of Planning and Development Services David Levy provided an overview on the Rockville Town Center Initiative Update.

Staff recommends the Mayor and Council hold a discussion regarding the initiative to strengthen the vitality of Rockville Town Center and provide direction to staff.

Mayor and Council suggested more outreach, engagement, and input from neighborhoods, HOA's, management companies, surveys on improvement of branding initiatives and parking areas.

FURTHER DISCUSSION

January 4, 2021. Agenda Item 10.

http://rockvillemd.granicus.com/MediaPlayer.php?view_id=2&clip_id=4277

video time stamp 52:15.

THE MAYOR AND COUNCIL WENT INTO A BRIEF RECESS AT 9:27 P.M. THE MAYOR AND COUNCIL WORKSESSION RECONVENED AT 9:34 P.M.

11. Discussion of Special Districts

Principal Planner Manisha Tewari and Assistant Director Department of Planning and Development Services David Levy presented an overview of Special Districts, Management, and Arts and Entertainment, within the City to promote economic growth.

Staff recommends that the Mayor and Council receive the presentation and hold a discussion on various policy mechanisms that involve the creation of geographic districts designed to promote economic success. Initiating any of the policy approaches discussed in this report would require Mayor and Council action to establish a district and, depending on the mechanism, fiscal and operational policies related to the district would need to be determined.

Staff looks forward to a discussion with the Mayor and Council and receiving direction on the next steps.

FURTHER DISCUSSION

January 4, 2021. Agenda Item 10.

http://rockvillemd.granicus.com/MediaPlayer.php?view_id=2&clip_id=4277

video time stamp 2:30:30

12. Presentation and Discussion and Instructions on Wayfinding

Public Works Director Craig Simoneau introduced Jeremy Detwiler of KMA Group to present an overview of the current wayfinding design options and seek the Mayor and Council approval of the Focus Group's preferred design.

City staff and the Focus Group KMA Design has submitted and reviewed (1) a detailed analysis of citizen and Focus Group preference surveys, (2) location inventory map, messaging,

and condition of existing signage in the Town Center, (3) several iterations of conceptual designs, and (4) preliminary location plans for the proposed wayfinding family of signs.

Staff recommends that the Mayor and Council receive the wayfinding presentation and instruct staff on how to proceed specifically on signage options, colors, and forms. The next step will be implementation of the recommendations.

The City Manager Rob DiSpirito will discuss with staff how best to proceed with recommendations and concerns from the Mayor and Council and bring back their comments.

FURTHER DISCUSSION

January 4, 2021. Agenda Item 12.

http://rockvillemd.granicus.com/MediaPlayer.php?view_id=2&clip_id=4277

video time stamp 3:07:49

13. Review and Comment - Mayor and Council Action Report

A. Action Report

The Mayor and Council reviewed the Action Report.

14. Review and Comment - Future Agendas

A. Future Agendas

The Mayor and Council reviewed Future Agendas.

15. Old/New Business

Councilmember David Myles and Assistant to the City Manager Linda Moran drafted a letter to the Maryland Citizens' Health Initiative concerning the Health Equity resources.

Councilmember Mark Pierzchala moved approval of the letter as edited.

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| | RESULT: APPROVED [UNANIMOUS] |
| MOVER: | Mark Pierzchala, Councilmember |
| SECONDER: | Monique Ashton, Councilmember |
| IN FAVOR: | Mayor Newton, Councilmember Ashton, Councilmember Feinberg, Councilmember Myles, Councilmember Pierzchala |

Councilmember David Myles inquired about ways to remind the public to be courteous in the City parks, have dogs on their leash, and clean up waste.

16. Adjournment

There being no further business, the meeting adjourned at 12:33 a.m.

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| | RESULT: APPROVED [UNANIMOUS] |
| MOVER: | Monique Ashton, Councilmember |
| SECONDER: | Beryl L. Feinberg, Councilmember |
| IN FAVOR: | Mayor Newton, Councilmember Ashton, Councilmember Feinberg, Councilmember Myles, Councilmember Pierzchala |